



**Attendees:** Cedar Rapids Downtown SSMID Commission

**Date:** July 26, 2023 | **Time:** 3:00-4:30 p.m.

**Location:** Economic Alliance-Conference Room A

**AGENDA**

- |  |                             |
|--|-----------------------------|
| 1. Welcome, Introduction & Call to Order       | Klein                       |
| 2. Consent Agenda - May Minutes (pages 2-4)    | Klein                       |
| 3. Jazz Night Recap & Future Events Discussion | Thoeming/Commission         |
| 4. Financial Overview of first half of 2023    | Thoeming/Neumann/Commission |
| 5. Update from City Hall                       | Pratt                       |
| 6. Vision Plan Update & Next Steps             | Klein/Dusek/Thoeming/Wilcox |
| 7. Marketing/Communications Overview           | Tingba                      |
| 8. Adjourn                                     | Klein                       |

Reading Materials

DPMI May and June Minutes (pages 5-11)

MedQ SSMID July Minutes (pages 12-14)

Budget YTD (pages 15-16)

**Next Meeting:** Wednesday, September 27<sup>th</sup> at Economic Alliance at 3:00pm.



**Cedar Rapids Downtown SSMID Commission Minutes**  
**May 31, 2023 | 3:00-4:30 p.m.**  
**Economic Alliance Conference Room A**

**Present:** Joe Ahmann, Wendi Cigrand, Dave Drown, Jon Dusek, Emily Ellingson, Daryll High, Ted Kepros, James Klein, Sarah Madsen (via phone), Randy Rings, Jake Ryan, Craig Stephan

**Absent:** David Sorg, Joe Terfler

**Guest:** Rob Davis, City of Cedar Rapids; Michelle Jensen, Rayser Holdings/CarePro, Jaye Kennedy, Waypoint Services

**Staff:** Jesse Thoeming, Adrienne Tingba, Phil Wasta, Audrey Wheeler, Nikki Wilcox

**Welcome, Introductions & Call to Order**

Ellingson welcomed everyone and called the meeting to order at 3:04 p.m.

**Approval of March Minutes**

Cigrand moved approval of the March minutes with High seconding. The March minutes were unanimously approved.

**City of Cedar Rapids Debrief Meeting**

Klein gave a summary of meeting with the City of Cedar Rapids held a few weeks prior that included Klein, Ellingson, Dusek, Mayor O'Donnell, Jeff Pomeranz, Jennifer Pratt and Ann Poe. The focus was on improving communications and developing common goals. Klein then had a follow-up meeting with Pratt where they discussed key takeaways, use of a communication log, defined clear expectations on alley work which is a key concern for the City and developing list of five action items. Regarding alleys, Pratt will lead development of a joint letter to property owners and exploration of use of City equipment to assist with cleanup. Dusek noted that he had inquired about the City contributing security for outdoor events, but they declined expressing the challenge of then having to provide for everyone. Dusek feels this needs further discussion. Rings believes the City needs to enforce cleanup of construction sites as those are more visible than the alleys. Thoeming noted that he and Wasta had a standing meeting with Pratt. Klein will provide future updates and requested this be a regular agenda item.

**PUMA Visit Debrief**

Dusek shared that around 1,300 surveys were completed to date with 45% of residents indicating they would live downtown. Top three areas of importance so far were riverfront, rooftop/outdoor dining and a focus on repurposing vacant buildings. Wilcox noted that during PUMA's second visit a few weeks prior they held meetings with 13 stakeholder groups totaling about 120 individuals. She reminded the Commission that PUMA was selected because, in addition to proposing a plan, they also propose how to accomplish it. The planning phase is done, and plan development is in progress with a likely August return visit by PUMA to share and review plan for final changes. Wilcox shared that one PUMA representative had gone on a 30-minute scooter ride and returned with the feedback that it was a breath of fresh air to do that freely without having to worry about crime like they see in so many communities.

Kepros inquired about diversity concern with survey takers. Wilcox will inquire about that during the next meeting with PUMA, but noted that the diversity session had good input, likely because it was a smaller group. The survey remains open through Friday. Thoeming noted that the 2001 Development Corporation, City of Cedar Rapids, Downtown SSMID and possibly one additional organization will be splitting the costs from PUMA.

**Blues Night Debrief**

Stephan shared that the Blues night was fantastic with wonderful music and a crowd of about 700. A debrief meeting is scheduled. The surprises for Stephan were the size of Greene Square in relation to the crowd size and that they had planned for \$40-\$50k sales and sold only \$8k. Regardless, Iowa Brewing will participate again in July. Thoeming noted this was the first concert in Greene Square in a decade and he had great feedback. He shared that there were a few competing events. Klein inquired about why we expected 4k and Thoeming indicated that it was based on last year's Blocktoberfest event. Klein noted the demographic would be different based on the type of music and that maybe 700 is a good number. Thoeming shared that Linn County Blues Society was thrilled with it. Stephan shared that the lead group, The Keeshea Pratt Band, is returning later this year and wants to play at Iowa Brewing Company. Klein feels that one event doesn't make an event and doesn't think 700 is a bad number. Thoeming thanked Stephans for the support.

### **Future Events**

Thoeming updated the Commission about Jazz Night which will be held on June 23 with \$5 at door admission. Additionally, attendees who want to be seated at a table for dining of a three-course meal from Cobble Hill can register for the \$90 cost online with a max of 175. The stage will be in the Pocket Park. Second Street will be closed, and food trucks will be available for those not eating the Cobble Hill meal. Talent includes Gabriel Espinosa, Cory Kendrick, and Ray Blue. Thoeming shared that Cobble Hill has been a wonderful partner.

Kepros inquired about security difficulties with Second Street and Thoeming responded that the gate to the Pocket Park was the concern if people needed to exit quickly. That gate will be open during the event. BlueSky will handle production.

Discussion followed about preselling tickets and increasing the cost of Cobble Hill meal to include the \$5 admission. Tingba indicated the ability to create a reservation for the \$5 non-meal tickets but warned that it may cause confusion with two separate reservation systems. Kepros inquired about why Cobble Hill wanted to use their system and Tingba responded that it was based on drink and meal pairings for the three-course meal. Decision was made to proceed with increase of meal ticket to \$95 to cover admission and to offer preorders of non-meal tickets to help determine potential audience size. High believes \$5 is too little for future events, but the consensus is it would be too late to change for July event.

Thoeming shared an update on the costs for the event series noting that the initial plan from March was for four events totaling \$140k or \$35k per event. Budget was for \$70k so a goal was set in March to obtain \$70k in sponsorship and the SSMID would backstop any shortage of funds from 2022 carryover up to \$70k. What is now known is that expenses will average closer to \$38-\$39k per event with a \$155k total and confirmed sponsorships are \$20k with only an additional \$15k likely for a total of \$35k. Thoeming presented two proposals to make up the difference:

- Cancel one event and do remaining three with existing resources
- Fund all four by trimming expenses, using SSMID reserves, reallocating from SSMID priorities and/or finding outside funding sources

Thoeming updated the Commission that the expense overages anticipated for the Vision Plan coupled with sponsorship shortages would be \$50k but that there are also known expense reductions in Programs and 7<sup>th</sup> Street Gateway of about that same amount to offset it. He further noted that for 2023, the Commission used \$200k of carryover to fund budget priorities, but with that being exhausted there will be \$200k less to allocate for 2024. When determining event needs for 2024, consideration should be given to the likelihood that the Commission will want to fund some PUMA Plan priorities.

Discussion followed about sponsorship attempts and challenges. Klein supports continuing to work on sponsorships. Cigrand inquired about less cost per event. Ellingson inquired about \$60 per person value to the SSMID. Rings would like to see a scorecard breaking down event information, but he encourages having one less event. Drown noted the difficulty of selling sponsorships, especially less than one year out as budgets have already been allocated for most companies. Dusek supports canceling an event and motions not to have the dance party with Klein seconding. Kepros would adjust putting a deadline by a certain date if we get a sponsorship or we don't move forward. Rings pointed to the challenge we already faced raising sponsorships. Klein said we shouldn't give up on sponsorships. Vote continues with one nay. Motion carries for cancellation of dance party. Suggestion was made to move that event to 2024. Klein requested detailed summary of last event and detailed projections for the remaining events.

### **Flood Control System**

Davis provided update on Flood Control System and shared 2008 stats as well as flood risk reduction since then. Work on permanent system continues and interim flood controls remain in place. He noted that a large event may still require sand bagging and that the lowest building, the Paramount, has some remaining risk. Iowa Flood Center has on-line impact maps available. Davis is most pleased with the work you can't see which is underground, sharing that there are now gates on several storm systems. Approximately four miles of permanent system is planned for the east and 3 ½ on west for a total of 7.5 miles. The work right now is focused on making sure if it rains, it gets pumped out through pumping stations.

FEMA requires setting walls to at least at 100 year level but plan is to set top of wall to 200 year level for contingency. Davis shared a picture of knee wall system that is planned for downtown making the wall foundation look like part of the planned aesthetic. He reviewed the current projects for underground protection at GreatAmerica and Tree of Five Season and above ground protection from 1<sup>st</sup> Ave. to Quaker Oats and design of knee wall from 1<sup>st</sup> Ave. to 8<sup>th</sup> Ave. Real Estate acquisition downtown will begin in the Fall.

Dusek asked about insurance premiums and Davis noted that FEMA's barometer is 100-year flood plain and they don't currently care beyond that. There is discussion about the move to risk-based requirements. Davis noted that the design is above FEMA requirements so it would remove everyone in the 100-year flood plain from needing flood insurance. FEMA had wanted to remap the system but has agreed to hold off until the system is complete. Thoeming inquired about 8<sup>th</sup> Ave bridge. Davis thinks there is a good opportunity for funding. They are slowing the process down to see if they can get US DOT funding. The current bridge is projected to last another five years.

#### **Alleyway Project Pivot**

Thoeming shared that \$85k was allocated for alleyway by TCR. A project team of property owners has requested it be put on hold as two new businesses are moving into 3<sup>rd</sup> Ave. and 3<sup>rd</sup> St., a non-alcoholic bar and a country bar. One of those businesses has a concept of making their entry way from the alley. Dusek and Thoeming will continue to flush that out. It was noted that the City is frustrated with this slowdown. Ellingson noted that since this helps an individual business, it should be low priority for assistance.

Ahmann shared that he wants to understand reserves better.

#### **7<sup>th</sup> Street Gateway**

Due to time, Thoeming to summarize to Commission in email.

#### **Adjourn**

The meeting adjourned at 4:41 p.m.



**Downtown Parking Management, Inc.**  
**Board Meeting Minutes**  
**March 28th, 2023 | 7:30 – 9:00 a.m.**

**Present:** Ryan Baack, Matt Corkery - Zoom, Jon Dusek, Corey Kerns, Caleb Mason, Jon Rouse, Fred Timko

**Absent:** David Zylstra

**Guest:** Jack Skelton - Zoom

**Staff:** Peggy Degnan, Deb Gulick, Doug Neumann, Jesse Thoeming

**Call to Order**

The meeting was called to order at 7:34 a.m.

**Consent Agenda**

Timko moved to approve the consent agenda with Dusek seconding.

**Five Seasons Ramp Construction Plan and Next Steps**

Walker has been engaged to perform a study based upon Shive-Hattery's previous work and subsequently expand upon it. With funds for major repair work coming from the City, Baack asked how we proceed. Rouse said if the City funds a project, then it has to go through a full RFP process with Public Works typically taking the lead. It was reiterated and reinforced that anything over a certain dollar amount (as the Five Seasons Ramp repair project will be) should go through a competitive bid process.

**Revenue Enhancements**

Changes to City code have been presented for both monthly increase to on-off street areas as well as hourly parking that equates to 25 cents an hour. These were approved right before the onset of the pandemic and no changes have yet been made. Language changes to the ordinance have been requested. Neumann reminded everyone that the board approved policies in 2020, but delayed them due to the pandemic. We have an MOU in which the City gives this board authority to make decisions about rates. If the City wants to react and put in City code, then they should. The City seems more open now to adopting code language that will match more with DPMI's. Neumann said the board doesn't have to wait for the city code to enact rate changes that were approved three years ago.

Mason asked for background. City code specifically said 50 cents per hour. City code has been out-of-date for some time. We have a signed contract/MOU. City reaction could leave old terms in or write more generic language into the code. Neumann said if we're overdue to change rates, authorize the system to change the rates.

Kerns suggested Baack and Rouse come back with what they propose we do and to make the City two different proposals. 1) to adopt rates as is, or 2) provide some generic language. Mason will talk to the City attorney and then the attorney can write the language. The annual revenue target of \$1.1M was achieved all

but once prior to the pandemic, but the world has changed so we should renegotiate that number again. Probably going to have a good year per Rouse. Baack added they already have a third of 2019, from just events.

### **Technology (Gateless Solutions) – Jack Skelton**

Rouse introduced Skelton to talk through parking options for the system in its entirety. Skelton showed a slide presentation and confirmed movement in the industry is towards gateless or frictionless parking. Customers in Cedar Rapids will experience a frictionless parking solution. He explained how frictionless relies on cameras with customers driving in and out, making it simple for the customer while relying on mobile apps. Gateless doesn't mean frictionless and visa-versa. Gates can still be used to stop people from entering a garage when a ramp reaches capacity. We have six facilities that are still operating in a traditional manner and three nested facilities where gates are used for monthly parking. Lot 44 and 3<sup>rd</sup> Avenue are both completely gateless right now. Traditional parking is a ticket dispenser, card reader and a gate. The cost is \$35K per lane. Frictionless would entail replacing equipment with cameras and would be a third less cost. Frictionless matches up a customer's license plate and has an entrance and an exit time; the customer either pays within a certain grace period or payment reminders can be sent after the fact to capture the revenue.

LPR Camera Technology is already using mobile cameras. Fixed LPR is the latest trend. Cameras are capturing an image of a vehicle when it enters. LPR is a data source that is 98% accurate. LPR doesn't just rely on the read, it relies on logic. Artificial intelligence can determine the state of a license plate, read make, model and color of vehicle. However, gateless solutions are not 100% accurate. All technology is moving away from the anonymous parker to a known parker by using license plates, permits and payment systems. Cameras capture who is coming in and payment matching creates a smart environment that has more intel and data.

Payment options would be kiosks or a mobile payment option with the recommendation of only using credit cards to scan and pay, using license plate information and then the customer is in the system. Customers will receive an alert when time is about to expire allowing them to add more time if needed. This option will require more signage in the garages.

Regarding data analytics, currently we have six systems operating independently having to pull separate reports from each system, which is very time consuming. Frictionless aggregates all data into one real-time platform that shows occupancy, trends, and can automate much of the reporting. Value = real time information offering comparative data, predictive modeling and faster data driven decisions. Real time occupancy can see detail by garage, number of cars in/out, how many permits, how many violations and how many mobile payments and how many came/left during grace periods and can produce graphs/charts.

Skelton shared that revenue has doubled in the state of Louisiana's operation without any gates. People typically guess how long they are planning to stay and thus pay more than they have. Once systems are in place, you'll have ~ 70-80% using mobile pay. Corkery asked what number of people still use kiosks. Rouse said payments have now grown to 65% mobile. Rouse would like to keep kiosks around but continue to transition away. People have gravitated toward mobile apps. Timko asked if one kiosk is feasible with Rouse saying yes and Baack thinking two kiosks per level.

Neumann asked if we know about an event that has a rural draw, or a one-off event that draws a crowd that never comes downtown. How do we communicate and get them to use a system like this? Rouse said they plan to hand out flyers with a QR code and they'll have to educate the public. Neumann mentioned ambassadors were used before to help with learning kiosks. Kerns said the event can partner with parking systems and start the education process. Timko asked if the system has capability to sell validations and used past volleyball tournaments as an example. The system could offer three days passes good for \$20. It would be

much like at a hotel where the license plate number is permitted for a certain length of stay. Skelton said for something like a high school graduation, the school could validate and could be taken of in advance.

### Enforcement

Today citations are issued for those that don't pay. A report can be sent to an enforcement organization to put payment reminders on cars. If a customer doesn't pay, it can be escalated to an invoice for a citation and mailed out. It was noted that we don't want to issue numerous parking tickets.

A first-time violator could get treated differently, such as a first offence is a courtesy ticket. Going frictionless will need to determine who will enforce requirement of payments. Kerns pointed out this will change the recent city code, so the language will have to be changed.

### Financial

Option: \$465,0000 upfront cost if do all six garages and 27 lanes. Ongoing cost would of software is \$90K per year. Another option is to enter a seven-year agreement that would be \$16,750/month.

Because it's just cameras, they last a long time and are not a huge expense. This system will run 15-20 years without a major expense.

Kerns asked why anyone would use the Capitol Expense? It was mentioned on how big the board's appetite was to spend \$500,000. Corkery asked what is the delta –trading tech for people. Mason asked about revenue with Skelton saying it would go up from where we're at today. Rouse said we need to make a decision soon as the current systems will no longer be supported come August. Nineteen new kiosks will be needed for six ramps. More research is needed on the number and locations with the likelihood of repurposing some. **Dusek made a motion to proceed with Frictionless and reserve how we finance it. Timko seconded it. Motion carried.**

**PCI will hold the agreement. So this a rental—if you want to use after seven year agreement, we have to pay for software. It's a dollar buy out –not a rental lease said Kerns. Fixed cost. Baack said expenses will fall off the books.**

### **West Side New Ramp**

When Kinseth inquired, Rouse shared with them that the DoubleTree reimburses them for parking. Rouse wants to ensure that we treat everyone the same. Mason said Kinseth's proposals are too complicated and not in our favor. Mason said we get reinvestment dollars capturing \$9M and \$6M of that will go towards the ramp. It will take a few years to get the ramp to a place where it's netting positive revenue, said Rouse. The other two ramps were cash flow positive by their second year per Neumann. The Pickle Palace will have a strong demand for parking. Timko mentioned having ramp-up periods such as 6%, 8%, 10%, etc. Rouse said he has seen that before and that Kinseth does have a contract and a flag already so they are showing commitment while they are in there due diligence period now. If the DoubleTree gets back-stopped by City, Timko said to give them a startup or ramp-up rate.

Thoeming asked Rouse to send email to group after his next meeting of what they talked about and what their feel of comfort is. Mason said hotels should be treated the same with the possibility of being different in the beginning but ultimately will be treated the same long term. **Rouse to send communication after this meeting.**

## Foundation 2 Parking Solution

Clients and employees are officed there with numerous one-hour stop-ins. Foundation 2 needs to decide how much they want to administer. Is it different enough from any other downtown user? They combine employee and client visits together, so there are as many as 30 a day between the two. They are scheduled to be in place in the Witwer building by this October.

## Other Business

- Kerns asked what do we need to get done and by what date? **Thoeming to schedule another meeting in June.**
- Can we tell Walker the Five Season's Ramp is an emergency? The ramp is critical to the arena even though it creates a lot of expense.

## Adjourn

The meeting adjourned at 9:10 a.m.





**Downtown Parking Management, Inc.**  
**Board Meeting Minutes**  
**June 27, 2023 | 7:30 – 9:00 a.m.**

**Present:** Ryan Baack, Matt Corkery, Jon Dusek, Corey Kerns, Caleb Mason, Jon Rouse, Fred Timko

**Absent:** David Zylstra

**Guest:** Mitch Taylor, CliftonLarsonAllen (CLA)

**Staff:** Peggy Degnan, Deb Gulick, Doug Neumann, Jesse Thoeming

**Call to Order**

The meeting was called to order at 7:30 a.m.

**Consent Agenda**

Timko moved to approve the consent agenda with Corkery seconding.

**CliftonLarsonAllen (CLA) Audit**

Taylor said the audit was smooth this year with no surprises. Taylor shared that they issued a clean opinion which is the highest level of assurance they can provide.

Taylor highlighted there were no adjusting entries and no internal controls and financial statements. He said cash decreased \$350K, accrued for sales tax even though cumulative tax was -\$916K. Deficit this year is -\$247K mostly because of sales tax, compared to -\$858K in 2021.

New accounting guidance for leases only impacts the building lease, which is no longer classified as an expense. Thus, no leases were impacted. Taylor noted the lease with City and the position on sales tax as two footnotes similar to previous years.

They will issue a governance letter stating there were no disagreements and they are comfortable with the estimates. The 990 Tax Return is information only and is consistent with previous years with no red flags.

Corkery asked how do we reconcile with accruing taxes as a non-profit when we are not a non-profit? Taylor replied that 501C3 can be exempt. Neumann said we pay sales tax and Economic Alliance pays property tax, but as a C6, we don't pay income tax. Gulick shared we won't pay the tax we collected.

Neumann made the reminder of net revenue from operations was a \$389K payment to the City. Audits are showing we used more cash than we had and that was what we wanted to portray. The annual financial statement varies significantly from an audit because an audit does not show operating revenue.

Rouse mentioned an employee theft was discovered and has been rectified/paid back.

**Board to approve audit at next board meeting in July.**

## **Five Seasons Ramp / 3<sup>rd</sup> Avenue Repairs**

Baack shared that Walker has been hired and they have identified additional areas that are life safety issues. He also mentioned Hoffman and Associates submitted drawings. This will have to go through a bidding process. \$12,500 for additional shoring has been authorized with shoring starting this morning. The City will give \$1M-\$3M City per Rouse, but they don't know what the full project will cost yet. Corkery asked about a timeline of which Baack said they don't know a time frame yet, but hopes to get all proposals back in 2023.

Dusek asked about ramp restrictions. The new shoring will take up approximately 10 spaces but the ramp has 700+ spaces so this won't affect parking. Dusek asked why keep spending millions on the Five Seasons ramp? Baack answered by saying they haven't received a full report from Walker yet, who is still working on the study.

Kerns asked when will we receive a report and if there is a better time to do the project based on the event schedule? Corkery asked if there is a seasonality premium. Baack said the facility is designed so they can block off certain floors in order to work around construction stages.

Dusek stated this has been talked about for five years, so when does it make sense to stop putting money into this ramp? Walker is very recent as they've always used Shive before per Rouse. Rouse said Shive was hesitant to give answers for a timeline. Timko does not want to hold up the process and Corkery would like to see Walker commit to a date, provide a report or make a presentation to the board. Per Baack, this could be a \$3M project. He hopes to have something from Walker for the next board meeting in July. When Timko asked, Baack said the city will administer the bid process.

Neuman stated this board will weigh in on the cost and scope of the project, but after that, it's a City driven project. It is the City's choice to fix it and to pay extra money or they can say to work within the DPMI budget.

Kerns asked if 3<sup>rd</sup> Avenue is a priority. Baack said 3<sup>rd</sup> Avenue repairs should not take as long. The 3<sup>rd</sup> Avenue project is in the \$220K range for areas that were identified by Shive, with Baack saying this probably will also have to go out for bid.

Thoeming asked what do we want done by July meeting? Mason said it relates to Shive vs Walker, as Shive took a holistic approach where Walker is finding the probable cause. Shive showed where to spend money year by year. Walker is taking on just the Five Season's Ramp and is doing a deeper dive. Walker said they could work with contractors and will send working drawings. **Neumann said to get Mason the Shive report.**

## **Ops Report**

### Electric Vehicle Tax

Baack stated they currently have 12 electric vehicle charging stations with eight in 4<sup>th</sup> Avenue Ramp and four in the Convention Center Ramp. These stations were acquired through a grant from Alliant. Most are occupied by monthly customers and we're paying for the electricity and maintenance. Starting July 1<sup>st</sup>, just the 4<sup>th</sup> Avenue facility will start taxing entities that are providing fuel to customers at a rate of 2.6 cents. Need to provide how much electric fuel we are providing to electric vehicles.

8.60 mega watt hours were used over the last 6 months. Averaging 1,100 KW hours per station. Equals \$750-1,000. We don't know assets per Kerns and Baack said we are currently paying \$3,000/year on electricity for people to charge their cars, but they can solve this by setting up an increase on monthly parking to cover those costs. Baack said the City wants to put in more chargers, either from grants or have Parking pay for more. Corkery mentioned it's cheaper for people to charge their cars at home if a penalty is implemented.

Rouse has recognized that it does drive people downtown so there is an economic benefit to having these. Timko gave the scenario of a car only taking one hour to charge, but remains in the parking spot with a charging station all day. This was acknowledged as already happening.

Neumann asked for best practices. Baack said others are using a QR code and once car reaches a full charge, the hourly rate increases, so that is an incentive to move their car. It is going to cost \$20,000 to replace the chargers we already have, so Corkery will ask if Alliant has any grant opportunities again.

#### Lot 3/Alley Pavement

Repaving Lot 3 will go out for bid. The alley needs attention due to garbage trucks causing potholes and lights are currently being replaced to brighten up the space. Mason asked about a staging area, as they are building in Kingston. The other side of First Avenue could be utilized for staging. Mason said temporary parking will be used as buildings open up this Fall. Baack stated he hasn't received any requests as-of-yet. Neumann recommended to charge it like you would any other line item.

#### Risetek/Fixed LPR Update

Regarding frictionless parking, Baack said they are pulling out gates and putting in cameras. They are using the company, Flowbird, and are ordering 17 pay stations. Each facility will have 2-4 pay stations per ramp. The license plate will be captured upon entry and will be able to tell how long they've been in the ramp. People that do not pay will be sent an invoice and it will run through the DMV. Timko asked when it will start with Baack saying it will start in the next couple months.

New signage will be ready with the City and Risetek both contributing to the marketing campaign. Transient people will pay at a kiosk or use an app. When Dusek asked about visitors that don't have the app, Rouse said they will have a QR code to scan, enter their license plate and credit card number. QR codes are getting adopted at a higher rate than apps per Rouse. If people ignore the signage, then they'll receive an invoice. Corkery would like a draft of the marketing materials shown to the group before they are finalized. Timko recommended asking Walker about electric cars as they are heavier; thus, the new ramp should be designed to handle the weight of electric vehicles. Thoeming encouraged the ParkCR team to ensure they show clear baseline costs from the onset of these tech implementations so that the costs savings are easily discernible on a monthly and annual basis.

US Bank Ramp is all monthly parking with a contract in place. Rouse said net revenue is \$9,700 between PCI and BPMI over a year.

#### **Adjourn**

The meeting adjourned at 9:03 a.m.

**Medical SSMID Commission Meeting Minutes**

**July 12, 2023, 8:00 a.m. – 9:30 a.m., PCI Medical Pavilion 1**

**Present:** Eric Dalton, Gordon Epping, Pauline Herb, Suzy McGrane-Hop, Russ Nieland, Michelle Niermann, Okpara Rice, Michelle Stramel

**Absent:** Eric Griggs, Michelle Jensen, Julie Sterling, Nathan Van Genderen

**Guests:** Scott Freres, The Lakota Group; Jennifer Pratt, City of Cedar Rapids

**Staff:** Peggy Degnan, Jesse Thoeming, Phil Wasta, Nikki Willcox

**Welcome, Introductions & Call to Order**

Rice called the meeting to order at 8:00 a.m.

**Passing of the Gavel**

Wasta presented Rice with a gift of appreciation for serving as Chair. McGrane-Hop is now Chair and Niermann is incoming Vice Chair.

**Consent Agenda**

Rice moved to approve the agenda with Dalton seconding. The motion was unanimously approved.

**Announcement regarding Niermann & UnityPoint**

Niermann announced UnityPoint is organizing hospitals into West and East Divisions. Cedar Rapids will be in the East Division. Niermann shared she has accepted the Chief Operating Officer position for the East Division. More to come about how her new role may impact her position on this commission.

**Medical SSMID Commission Reappointments**

Reappointments of Griggs, Jensen and McGrane-Hop have been approved by the Mayor and Council. Thus, this board is whole until June of 2024.

**Discuss/Approve FY'24**

For FY'24, Wasta said three lines were modified as noted: The addition of Depreciation and reallocation of a portion of Maintenance & Beautification for the lease of the BigBelly units, and increased Parkway Improvements by \$50K for pedestrian crosswalk at 6<sup>th</sup> Avenue & 8<sup>th</sup> Street SE by Mercy. Epping motioned to approve with Nieland seconding. The motion was unanimously approved.

**Presentation by The Lakota Group**

Freres is in the process of updating the masterplan which is to be completed and voted on by end of the year. He has started their engagement process already by talking with key stakeholders. Lakota held eight different meetings while they were here June 28 and 29<sup>th</sup> prior to the Special Meeting with the Commission on 29<sup>th</sup>. Freres wants to have an open house in the future to show a snapshot of what they see as key themes and to continue outreach.

Stakeholder Conversations:

- Economic Alliance – 1000+ housing coming downtown, continued growth and reinvestment.
- Downtown District – Met with Jesse Thoeming. Downtown is still struggling with lack of workers back downtown during the day post-pandemic. Small businesses such as restaurants are struggling due to low lunch business. Evenings and weekends are busy.

- First Lutheran Church – Focused on role of religious institutions and health & wellness. They can be a vital link to health & wellness with support services by tapping into their knowledge and thought leadership. Speaks to how Med SSMID focuses their efforts.
- Craft'd Coffee – Small business owner who has opened second location in PCI. Would like to have a larger draw within the district. However, food & beverage is not supported by big institutions in MedQ as they have their own cafeterias with staff that do not have enough time to leave for lunch.
- The History Center – Talked with Jason who is a story-teller. Would like to integrate this institution and Jason's energy into the conversation of branding, art and programming.
- City of CR – Spoke with Jeff Pomeranz and Jennifer Pratt. Need to grow this relationship and cross synergies and integrate with each other. City sees a need for a hotel in this district and in downtown.
- 411 Medical Bldg – Talked to owner, Dr. Vander Zee. Is there opportunity to use his land for a public open green space or hotel? The excess parking on site can be of better use and this needs to be fostered. Dr. Vander Zee is engaged in this concept.
- Police Dept. – Talked with Lieutenant Welsch. He is concerned with security, safety, homelessness, mental health and gun violence on the edges of the district. They are experiencing ongoing workforce issues due to competition from other cities.

#### Key Themes:

Population Growth and Demographics – steady growth, cater to millennials supporting downtown, area challenges.

Economic Impact and Challenges – attract more businesses, diversify land use mix and economy beyond healthcare services.

District Branding and Identity – push initiatives of streetscapes and improvements. Define District boundaries and entry points. Add greenspace element/landmark.

Community Health and Wellness – foster holistic approach, add outdoor spaces and improve/develop walking opportunities.

District Expansion and Funding – define or expand boundaries? Include Coe? Conversations and open door to redistricting which needs a broader conversation. Leverage resources and expertise to enhance offerings, funding sources beyond traditional means.

Collaboration and Partnerships – build and integrate into neighborhoods like Wellington Heights and Oakhill, include religious institutions and The History Center to allow collective efforts. Be supportive to improved investments in these areas and foster partnerships. Still a demand for daycare. Need for quality-of-life things to have people want to be here.

Safety and Security – possibility for marketing/broadcasting throughout the district if something happens. Emergency call boxes not readily visible or in existence. Perhaps implement blue lights to make more visible. Having safety measures like enhanced lighting, safety plan, digital alerts would contribute to a secure and welcoming environment.

Program & Recreational Opportunities – tailor to the specific needs and time constraints of medical staff. Need to create a vibe with food trucks, beer tastings and pop-up events. 5,000 work or visit. 4,000 don't leave the buildings as they only have a 20 minute break. Thus, lunch crowd is limited. Create vibrant atmosphere and people spaces. Need people to be seen and will build a vibe such as outdoor dining areas, healing gardens or sensory experiences. Find a niche and draw in some specialty that will support that idea. Young people are looking for quality of life.

Research and Talent Retention – Is there a place for life science energy? Collaborate research initiatives and foster supportive environment that emphasizes health and wellness that contributes to attracting and retaining top talent.

Next Steps: open house for community-wide engagement, MedQ vision, brainstorming session of initial strategies and plan making. Wasta feels late August/early September is a good timeframe to target for holding a public open house.

Freres requested a conversation about prioritization of the above themes. It was agreed for Freres to put the key themes into a survey format and send to the Commission for them to choose their top three priorities.

Nieland asked the Commission to think about what they would say if anyone asked what is our targeted impact in 3-5 years? He feels we should all agree on the three top priorities. Epping would like to see a collaboration with R&D now that University of Iowa has expanded its presence in Cedar Rapids. Niermann suggested that The Lakota Group have internal meetings with staff at Mercy, PCI, and St. Luke's to get their input as the Commission is not reflective of their opinions. Dalton suggested that Freres change the title of the Research and Talent Retention theme to Recruitment and Talent Retention due to the content.

When Rice inquired about next steps and priorities, Wasta requested the group consider district improvement under the District Branding & Identity theme. Wasta said the Master Parkway Plan which was adopted in 2018 has nine priorities, five of which will be completed by the end of this year and two of which are in the cue for 2024-2025. Wasta raised the question of whether we are looking at the plan as done, or do we want to reiterate that plan as something we want to continue to invest in? He stated significant investments in the Master Parkway Improvement Plan have already been made and posed that the Commission has the ability to increase revenues through the levy rate if additional investment is desired.

#### **District Marketing Initiative Updates –**

Wasta said Perks+ Summer Bash Program is carrying forward and that MedQ is hosting two booths on July 15<sup>th</sup> at the Downtown Farmer's Market to bring awareness and engage people to the Med District. One booth will be "Taste of the MedQ" and the second booth will be "Things To Do in the MedQ." The booths will be located at 3<sup>rd</sup> Avenue and 5th Street. Wasta also noted MedQ now has a new landing page that lists things to do in the MedQ.

#### **Committee Updates**

No discussion. Updates were included in the agenda packet.

#### **Executive Director's Updates**

Wasta's June report was included in the agenda packet. Wasta shared that Thoeming and the Downtown District have submitted a grant request to the Iowa DOT for the 8<sup>th</sup> Street/Eye-380 gateway. The Medical SSMID has earmarked \$20,000-\$30,000 in the Maintenance & Beautification budget for the last two years for this project. The DOT has removed fencing and wild foliage. The plan submitted would add trees, bushes and grasses. The project would be in collaboration with EYE-380. The grant application is for \$130K and they should know the results by the end of July.

#### **Other Business**

Wasta said he had been contacted by Betsy Borchardt from Community Development regarding the Veo Micro Mobility program asking if the MedQ would support an on-street parking area for Veo scooters/bikes at the northeast corner of 4<sup>th</sup> Avenue and 7th Street (across from Midtown Reserve.) Wasta told her she would have the support of the MedQuarter.

#### **Adjourn**

Niermann moved to adjourn with Epping seconding. The meeting adjourned at 9:15 a.m.

/pd

<b>2023 Downtown SSMID Budget Final - as approved</b>	
<b>Carryover from 2022</b>	<b>\$ 275,093.44</b>
	<b>2023 Budget</b>
<b>REVENUE</b>	
SSMID Revenue	\$ 719,436.00
Alliant Energy Contribution	\$ 47,262.00
City Memorandum of Agreement (MOA)	\$ 148,000.00
<b>Total Revenue</b>	<b>\$ 914,698.00</b>

YTD 6.30.23

Projected Variances Notes

Property Tax revenues could finish higher

<b>Operational and Programmatic Expense (via EA)</b>	
<b>Streetscape Maintenance</b>	
Planters	\$ 35,000.00
Trees	\$ 15,000.00
Sidewalk & Alley Cleaning	\$ 20,000.00
7th Street Gateway	\$ 40,000.00
Streetscape Furniture	\$0
New utility vehicle	\$ -
Shop Supplies & Vehicle Maintenance	\$ 15,000.00
<b>Total Streetscape Maintenance</b>	<b>\$ 125,000.00</b>

\$ 37,017.00	\$
\$ 1,734.00	\$
\$ 25,172.00	\$
incl	\$
\$ 8,137.00	\$
<b>\$ 72,060.00</b>	<b>\$</b>

**20,000.00** Reallocating Staffing + streetscape furniture  
7232

**(30,000.00)** Reallocate \$10k to \$0 to match 308

<b>Downtown Programs &amp; Initiatives</b>	
Willis Dady ambassador program	\$ 20,000.00
Sidewalk repair	\$ 30,000.00
Signage & Wayfinding	\$ 10,000.00
Banners/Frames	\$ 5,000.00
Programs	\$ 20,000.00
Race for the Space	\$ -
Marketing/Branding	\$ 20,000.00
Projector content/maintenance	\$ 36,000.00
Holiday Lights	\$ 120,000.00
<b>Total Downtown Programs &amp; Initiatives</b>	<b>\$ 261,000.00</b>

incl	\$
\$ 32,015.00	\$
\$ 113.00	
\$ -	
\$ 11,997.00	
\$ 16,668.00	
\$ 60,387.00	
<b>\$ 121,180.00</b>	<b>\$</b>

6210

6200

To \$120k from \$100k to match 308

<b>Professional Services</b>	
Direct Staffing	\$ 271,020.00
Professional Support/Overhead	\$ 135,000.00
Streetscape maintenance contractor Position	\$ 15,300.00
<b>Total Professional Services</b>	<b>\$ 421,320.00</b>

\$ 135,510.00	\$
\$ 67,500.00	\$
\$ 7,650.00	\$
<b>\$ 210,660.00</b>	<b>\$</b>

Reallocating partial to Planters  
6010, 6100, 7030, 8030 + indirect

<b>TOTAL TO ECONOMIC ALLIANCE</b>	<b>\$ 807,320.00</b>
-----------------------------------	----------------------

<b>\$ 403,900.00</b>	<b>\$</b>
----------------------	-----------

<b>Projects, Donations &amp; Other Direct SSMID Expenses</b>					
Vision Plan	\$ 25,000.00	\$	51,896.00	\$	<b>20,000.00</b> Worst case; Linn County contribution would reduce
New Events	\$ 70,000.00	\$	83,331.00	\$	<b>35,000.00</b> \$20k in still-hopeful sponsorships
Sponsorships to Other Events	\$ 15,000.00	\$	30,000.00	\$	<b>15,000.00</b>
Downtown WOW Project	\$ 50,000.00	\$	-		<b>No spending decisions made; SSMID to allocate</b>
Contribution to parking system	\$ -				
Pledge payment to ConnectCR	\$ 5,000.00	\$	-		
Alleyway Project	\$ 85,000.00	\$	-		<b>No spending decisions made; SSMID to allocate</b>
Special Projects	\$ -	\$	34,250.00	\$	<b>35,000.00</b>
Gateways	\$ 40,000.00	\$	-		No spending decisions made; SSMID to allocate
Grant Programs	\$ 15,000.00	\$	-		
<b>Total Direct SSMID Expenses</b>	<b>\$ 305,000.00</b>	<b>\$</b>	<b>199,477.00</b>		
<b>Total Expense</b>	<b>\$ 1,112,320.00</b>	<b>\$</b>	<b>603,377.00</b>		

Excess (Deficiency) of Revenue over Expense                    \$ (197,622.00)  
Including 2022 Carryover    \$ 77,471.44